

























Inspired by the Ballet's opening in New York . . . Rich's recommends

# wrap up in **RED** or *White*

the ringing red of poker chips . . . the white of a checkerboard . . . taken

straight from the settings for Balanchine's "Poker Game" ballet

When the Ballet Russe de Monte Carlo opened at the Metropolitan . . .

Rich's was there! Reporting the first-night fashions . . . noting the news . . . spotting especially the wraps. Here they are . . . left to right . . . the four most significant formal coats and capes of the year: A cape straight as a mummy-case. The swirl of snow-white fleece . . . hooded and red-lined. An officer's longcoat . . . in red gabardine . . . of all things! And the long-reefer . . . blazing white, lighted with jewels. Stake your chips on them . . . poker red or white or both . . . at Rich's penny-ante prices!

Played daringly across our bank of Broad Street windows this week and everywhere on Fashion Third Floor.

FASHION SHOW OF FORMAL WRAPS, in red or white, in our tearoom today at 12:15 and again at 1:15.

Come at 12 or 1 to see the complete show . . . dramatic as the ballet itself!

Choose the one you'll wear to Gertrude Lawrence's Atlanta opening Friday night.

**POMPADOURS** ruled opening night! Arranged by Antoine de Paris . . . and repeated here in our own Antoine Salon by skilled artists. Before important evenings, call WALnut 4636 for your appointment to discover the pompadour coiffure most becoming to you! Models in our fashion show today coiffed by our Antoine de Paris Salon, Fourth Floor.

**ELIZABETH ARDEN'S "JEWEL" MAKEUPS** are the scintillant setting for your season's fabulous fake jewelry of rubies, emeralds, aquamarines, amethysts, topaz, sapphires . . . the lipsticks, 1.50 . . . rouge, 1.25 and 1.75 . . . nail polish, 75c.

**THE JEWELRY** . . . great stones in precious-gem tones strung together like flowers . . . the earrings, 1.98 . . . necklace, \$5 . . . pin to put on the back of your gloves, \$5.

Street Floor Shops



**GOOD THEATRE!** The evening wedge of silver and gilt mesh to twinkle beneath your wraps . . . the metal-cloth sandal with frou of gold or silver kid. From a brilliant new collection of evening fashions ready in our Street Floor Shoe Salon, 6.95.

**GOLDEN PROP** . . . the little shimmering kidskin pouch bag with make-up cached in a double top! Street Floor Bag Shop, 12.50.

Watch Rich's for fashion news! And be sure to see our magnificent Ballet windows this week! Talk of the town!

# RICH'S













